Case Study MEDIMAX

MEDIMAX

Founded: 1937

Headquarter: Dusseldorf, Germany

Industry: Electronics

Partner:

best it
eCommerce solutions

The company

MEDIMAX is a consumer electronics retailer serving over 130 locations across Europe. A subsidiary of the ElectronicPartner (EP) group, the company is known for its expert advice and guidance in every category of consumer electronics.

The challenge

The new online store had to address two main challenges. First, it had to integrate across channels with individual branches. Second, the system needed to handle seasonal demands.

The solution

By providing the option to reserve products online and pick them up at a branch, the shop links online and offline sales. What's more, the commercetools cloud solution permits dynamic scaling which essentially prevents overloading during peak times. The new online shop was implemented by commercetools partner best IT based on the Symfony PHP framework.

The result

With a state-of-the-art infrastructure, MEDIMAX is primed for innovation and can optimize its online presence step by step. Microservices can be used to add and enhance functionality such as adding new payment methods or conducting A/B testing. In addition, the headless commerce approach – in which the front-end is decoupled from the back-end processes but still connected via an API programming interface – enables MEDIMAX to experiment with new devices and touchpoints without risking the stability of the entire system.